PRICE OF COLE "8"

KISSEL SET THE

**ALL YEAR STYLE** 

The Idea of Motoring in All

Seasons Is Spread-

ing Fast.

Something like 3,000,000 automobiles

are running in the United Stajes and

there is still an estimated domestic mar-

ket for 7,000,000 more among those

These figures at first glance indicate

that the present wonderful activity in car manufacture has a time limit, but there are other considerations which

modify that impression quite a bit.
In a motor "bee" the other day
Russell Engs of Clodio & Engs in the
Circle Building stated some pertinent

"While I have never seen any reliable statistics on the subject," he said, "I have heard it said, and I think fairly, that fully 40 per cent, of car buyers have owned cars, previously.

"The man who has driven an old feeboord beavers are supported."

fashioned heavy car wants a lighter one. He who has driven a small, low priced car wants something bigger and

better as soon as he becomes accus-tomed to the 'feel' of the road. Wives and daughters insist upon keeping abreast of the styles in care as well as

"As perfect as we believe the car of to-day, there is no barrier to Ameri-can invention and insensity. Who can

who have never bought one.

## BEWARE OF THE CHEAPEST TIRES

Ten Dollars for a Blowout in Ten Minutes Is Not Economy.

By BURTON S. BROWN.

A for of imitation automobile tires are being unloaded on the public along Broadway and all automobile owners should know about it. Many motorists aiready have learned about it after sorrowful experiences; others know about t through the experiences of friends but there are others who despite susthrone cannot help yielding to the luce

Sales are booming and so are the tire, as they blow out after a very triff time. There is a lot of hoisy traible for all concerned except the dealers themselves, who are making many many the selling little more than much money "by selling little more than whitewass filled with air," as one victim

There are many standard makes of automobile tires that are absolutely reliable. It has taken years to develope the organizations and perfect the methods that are responsible for modern satemabile tires of the first class. The standard Steel Car Company of regular representatives of such people sell good tires and give a purchaser his money's worth. They also sell what are known as "seconds"—tires which for one reason or another are not perfect according to factory standards. The blemish is generally only a surface one, some part of the tire perhaps having been caught in the mold, causing a There are many standard makes of

WALLES CARE OF TIRES.

SOUVING PROBLEM

OF STOLEN CARE

SET TO STOLEN CARE

OF TIRES, AND THE PROBLEM CARE

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OF TIRES, AND THE PROBLEM CARE

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OF TIRES, AND THE PROBLEM

OF STOLEN CARE

OF STOL

ing to make was to take three more dollars from the customer, take his old tire back and give him what he called a "second." The customer said that if a till tire blew out in ten minutes a \$5 tire probably would blow out in three minutes and that he didn't care to spend any more money for blow outs.

Dealers of this kind number among their visitims those who camot well afford to stand the loss, as is the case with most swindling propositions. So many automobile owners consider only

automobile owners consider only the first cost when they buy an auto-mobile and, when operating costs con-front them, they are inclined, if the expense is a burden, to look for bar-gains, and as tire expense is the largest burden, tire bargains become the great-est attractions. They need the alturing They read the alluring tre stans and the imitation tire dealers soon have them in their grip. There is an unmistakable odor of rubber in the place. The tires look all right on the surface and appear to be of regulation type in every way, and, alas, the motor-ist buys them. Then comes the test of the road, which will surely bring out what there is in a tire, and all it brings out of the "swindle tire" is a lot of air as the thing explodes with a loud bang! What economy is there in a purchase of

what there is in a tire, and all it brings out of the "swindle tire" is a lot of and as thing explodes with a loud bang! What economy is there in a purchase of this kind? It is worse than the swindles of the old horse trading days, for then when a man was stuck he at least had something that he could sell to comebody else. But who wants to buy from a sad and sobbing motorist a tire with an immense hole in it?

You can depend upon it that a tire without a name has a bad history. After such a tire is purchased you will give it a name in a very short time which will not be at all complimentary to either the tire itself or to anybody who had anything to do with the making of it. Why should you test out and give a name to bad tires, when the manufacturers of the well known kinds, which cost you more money, but give you a name to bad tires, when the manufacturers of the well known kinds, which cost you more money, but give you a full return for it, are named before they leave the factory, and when they get into your hands live up to that name by siving you the service you expected?

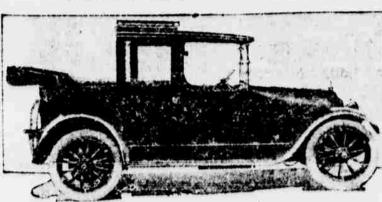
Imp Carbon Chaser Results.

Interesting and profitable results have been obtained by the Locomobile Company of America, as he first entered their service in 1829 and the following year was appointed to the local branch as appointed to the local branch as small shelt of this preparation in each five gailons of gasolene has been found to the factory at Bridgeport, Conn., where he was appointed to the local branch as manager of the service pour application enough of these fables to treat twenty gailons of gasolene. They are worth trying.

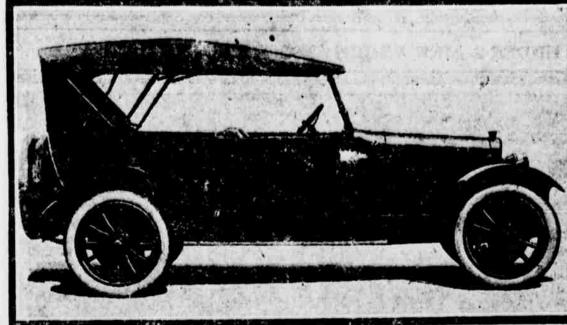
Tompklas Joins Multiple Co.

Event w Tom

Stearns-Knight "8" Landaulet.



1917 Standard "8" Is an Aristocrat.



Recap will begin a tour of all the large cities, where he will give this valuable information to other police departments in brief, the fecture takes up the self-pict of car names, showing where the name may be found on the car, the general outline and appearance of all makes of some and the car, the general outline and appearance of all makes ow in what year the car. Ricap further tells about the factory or serial number, State and city license numbers and also all about the motor sering mear, carburetor, the axle, radi-

USE OF ALUMINUM TO GROW. A translations amount of trans-Moskovica Saya Less Weight Means

cars in the future is assured, according to F. E. Moskovics of the Nordyke & Marmon Company, who reports a very Marmon Company, who reports a very successful year for the Marmon car. "The public is convinced that this new light weight material will save them unkeep expense," he said, "for the car can be made stronger at a very much less weight. Scientific planning and less weight. Scientific planning and less weight. Scientific planning and less weight material wide place of old hap-haxard methods of building in a hurry. The new Marmon was designed almost three years ago before production started. Every part, every new feature was thereogriby tested before the first was theroughly tested before the first car was completed. Then the finished product was taken to the Arizona desert and given the most rigid tests that could

mier in the Kauffman-Brown establishment at Columbus circle is growing in intensity and promises to develop into the greatest ever accorded a motor car While Premier's alum

on Broadway. While Premie ntor, ignition, clutch, gear set, tires, shift continue to evene the great volume specifometers, and all the other accessories.

Shift continue to evene the great volume specifometers, and all the other accessories.

Shift continue to evene the great volume specifometers, and all the other accessories.

velour body finish is a touch that only Less Expense.

That aluminum will be used far more crowning feature of the Aluminum Six. extensively in the construction of motor so far as Crawford's influence scees, is extensively in the construction of motor the remarkable solort turning radius of cars in the future is assured, according to F. E. Moskovics of the Nordyke & made room for seven people on a reason-manner of the car and the way in which he has made room for seven people on a reason-manner of the car and the way in which he has the car and the way in which he way in which he has the car and the way in which he way in which which which which which which which way in which which which which which way in which which which which which which which which way in which which

Courteous representatives to interview you and demonstrations given at your convenience

LONGENECKER and SANDERS, Inc.

9 Central Park West

TO BE ADVANCED **NEW LONG HAUL** 

The Rise, However, Will Not Brings Meat Products Here Go Into Effect Until Class Condition. January First.

An announcement of unusual interest to automobile owners, dealers and prospective purchasers everywhere is one just made by the Cole Motor Car Compective purchasers everywhere is one just made by the Cole Motor Car Company of Indianapolis telling of a proposed increase in the list price of its car, which will become effective January 1, 1917. The amount of the advance has not been stated, but this information is expected to follow shortly.

as a real surprise to those who closely follow the activities of the industry. As a matter of fact greater surprise was occasioned because the Indianapolis concern did not increase its price earlier, in view of higher costs in material markets. The company, however, has been able up to this time to maintain its price announced last January, not only because of the wisdom of its executives, who in a measure anticipated the large production during the last ten months.

considered with several big trucking companies at Chicago and other points who in a measure anticipated the large production during the last ten months, but because they got in the market early and contracted for large quantities of materials before the advance occurred.

Nevertheless the demand for Cole leights so far exceeded even the fondest hopes of their manufacturers that the large supply of materials provided for their construction began to near the exhaustion point sooner than expected, and now it is absolutely necessary to place where Company have packing and through its period of greatest for cover a radius of hundreds of miles from Chicago, Kansas City and other points where Wilson & Company have packing and cood will—a combination of simplicity and kindliness with great shrewd-leading and considered with several big trucking companies at Chicago and other points in case of a sountry wide strike for the rental of the motor trucks.

The Packard Motor Car Company of New York has always been fortunate in having men of great personal magnetism at its head.

Ituaning true to form, it is now being piloted—and through its period of greatest business expansion—by a man whose personality inspires instant confidence and cood will—a combination of simple course.

**AUTOCAR MAKES** 

From Chicago in First

Wilson & Company decided that they owed a duty to the trade and to the consuming public, and that this duty must be met.

The dealers who depended on Wilson & Company for their needs supplied a vast number of consumers all over the United States, and Thomas F. Wilson

The news of the advance in the sell-ing price of the Cole eight does not come plied with food products, no matter how great the disturbance or how serious the interruption in the regular methods of

programme and worked out a plan pat-terned in a great measure on the sys-tem used by the United States army in transporting supplies to Gen, Pershing's troops and the other expeditionary forces in Mexico, Arrangements were considered with several big trucking companies at Chicago and other points

Packard President



say that the car of ten years from now will not show improvements as great as those developed in the last ten

the new company are located at 1851 Broadway, between Sixty-second and Sixty-third streets

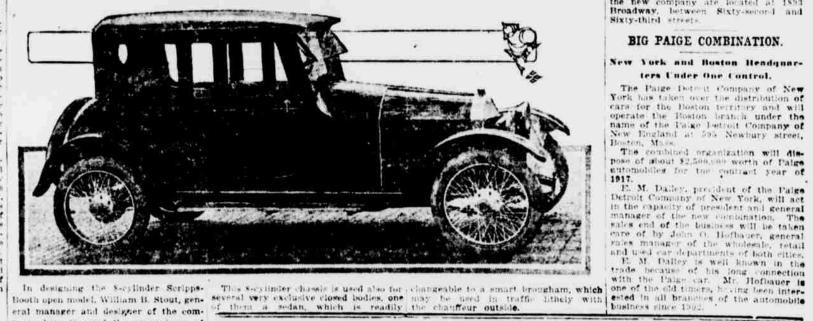
BIG PAIGE COMBINATION.

New York and Boston Hendquarters Under One Control.

The Parge Detroit Company of New York has taken over the distribution of cars for the Boston territory and will operate the Boston branch under the name of the Paige Petroit Company of

New England at 505 Newbury street, Bosten, Mass.

The combined organization will dis-pose of shout \$2,500,000 worth of Palge mobiles for the contract year of



In designing the 8-cylinder Scripps-H. Afford, formerly computation of the state of the state

Booth open model, William B. Stout, gen- several very exclusive closed bodies, one may be used in trateral manager and designer of the com- of them a zedan, which is readily the chauffeur outside.

bbott Detroit FER Five Model; designed to please the eye and taste of the most critical

Any person registering, at either of our stores, any standard make of tire, whether purchased of us or elsewhere, will be given a

Written Guarantee of 1500 Extra Miles

provided the car this tire is used on is equipped with a self-lubricating bronze bearing between all the leaves of all the springs from end to end. This bearing is called DANN INSERT

Guaranteed saving on two tires more than pays for Dann Insert the only thing that frees the tire from overwork.

General Auto Supply Co. J. C. Nichols, Inc. 1671 Broadway at 52d Street 1673 Broadway

Phone Circle 1626

1671 Broadway, Corner 52d St. Please send Looklet, "The Story of Easy feeting," also price of "Dann Insert" for my car. No obligations on my part. ADDRESS ....

James C. Nichols.

Tompkins Joins Multiple Co.

Since them Mr. Page has been wholescart with the vice-president of the Multiple Co.

Storage Battery Company. Special Models built to your own design. Service par Excellence.

This model is a very popular one this meet the unprecedented demand for This model is a very popular one this year. It is equipped with a divided top. The rear half is of genuine long grain whitherproof Lather and blends gracefully note the lines of the car when the lines of the lines of the lines and lines immediate deliveries. Last month was the higgest one in the history of the company in this city in volume of sales. And the indications are that the sales next month will break another record.